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ABSTRACT

Drawing on historical research, data on alumni giving, information on budgetary spending on college athletics, and a database of 90,000 students from 30 selective colleges and universities in the 1950s, 1970, and 1990s, this book demonstrates how athletics influences the class composition and campus ethos of selective schools. The chapters are: (1) "The Institutionalization and Regulation of College Sports in Historical Perspective"; (2) "The Admissions Game: Recruiting Male Athletes and the Implications of Selection"; (3) The College Game: Academic Outcomes for Men"; (4) "Men's Lives after College: Advanced Study, Jobs, Earnings"; (5) "The Development of Women's Athletic Programs"; (6) "New Players: The Recruitment and Admission of Women Athletes"; (7) "Women Athletes in College"; (8) "Women's Lives after College: Advanced Study, Family, Jobs, Earnings"; (9) "Leadership"; (10) "Giving Back"; (11) "The Financial Equation: Expenditures and Revenues"; (12) "Key Empirical Findings"; (13) "Taking Stock"; and (14) "Thinking Ahead: Impediments to Change and Proposed Directions." Appendixes contain 59 scorecards (data tables) and 10 tables of supplementary data. (Contains 81 figures, 6 tables, 201 endnotes and 147 references.) (SLD)

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